

Message Text

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ACTION CU-04

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FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC PRIORITY 2803

INFO USIA WASHDC PRIORITY

AMEMBASSY QUITO

AMEMBASSY LA PAZ

AMEMBASSY LIMA

GAMEMBASSY CARACAS 4168

AMEMBASSY PANAMA

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UNCLAS BOGOTA 0404

STATE FOR CU/ARTS; USIA FOR ILA, ICS/DA

EO 11652: NA

SUBJ: PROPOSED VISIT SAN FRANCISCO BALLET COMPANY

SUMMARY: PHILARMONIC ORCHESTRA OF BOGOTA, JAIME LEON CONDUCTOR, HAS INVITED THE SAN FRANCISCO BALLET TO PERFORM IN COLOMBIA FOR TWO WEEKS IN JULY. THE BOGOTA ORCHESTRA WILL GUARANTEE AIR TRANSPORT FOR COMPANY AND CARGO AT APPROXIMATE COST \$28,000. COSTS FOR COMPANY 18 DAYS (3 DAYS REHERSAL, 1 REST, 14 PERFORMANCES) APPROXIMATELY \$67,000, OF WHICH A PORTIN, COMPANY SPOKESMAN BELIEVES, COULD BE RAISED BY LOCAL SAN FRANCISCO SUPPORTERS. PHILARMONIC WOULD SPONSOR BALLET WITH ASSIST FROM AIRLINE, POSSIBLE SUPPORTGROM BUSINESS FIRMS AND EMBASSY. DESIRES NO INTERMEDIARIES/IMPRESARIO; FUNDS FROM TICKET SALES WOULD GOTO COVER PHILARMONIC'S EXPENSES. NATIONAL TELEVISION SHOW, LOW-PRICED STUDENT AND POSSIBLE BENEFIT PERFORMANCE ARE CONTEMPLATED. THIS IS POST QUERY TO DETERMINE IF ANY FINANCIAL SUPPORT AVAILABLE.

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1. ALEX HORVATH, SAN T DANCISCO BALLET ORCHESTRA

PERSONNEL MANAGER, EMPOWERED BY BALLET COMPANY TO DISCUSS POSSIBLE VISIT, AN RAUL GARCIA, MANAGER OF THE PHILARMONIC ORCHESTRA CALLED ON CAO JANUARY 13 TO OUTLINE PROPOSED VISIT, AND ENLIST EMBASSY SUPPORT. BALLET COMPANY COULD PRESENT THREE SEPARATE PROGRAMS OF OUTSTANDING CLASSIC/MODERN REPERTOIRE, INCLUDING WORLD PREMIERE OF BALLET BASED ON COLOMBIAN COMPOSER BLASS EMILIO ATORTUHA'S "ESTUDIO DINFONICOS" TO BE CHOREOGRAPHED IN SAN FRANCISCO. THERE WOULD BE AT LEAST SIX LATIN AMERICAN PREMIERES OF WORKS IN THE COMPANY'S REPERTOIRE.

2. VISIT OF SF COMPANY WOULD COINCIDE WITH TWO MAJOR EVENTS: THE AMERICAN BICENTENNIAL CELEBRATION OF WHICH THIS WOULD UNDOUBTEDLY BE HIGHPOINT AND REOPENING, ON MARCH 28, AFTER FOUR YEARS OF EXTENSIVE REMODELING, OF BOGOTA'S SUPERB TEATRO COLON, WHERE FINEST PERFORMERS, FOREIGN AND NATIVE, HAVE TRADITIONALLY APPEARED.

3. POST HAS RECEIVED HIGH-LEVEL COLOMBIAN REQUESTS FOR A MAJOR AMERICAN CULTURAL PRESENTATION TO CELEBRATE THE REOPENING OF THE TEATRO COLON. THE SAN FRANCISCO BALLET COMPANY VISIT WOULD CERTAINLY FULFILL THAT NEED. IN ADDITION, IF SOME SUPPORT FROM DEPARTMENT IS ASSURED, POST WOULD MOUNT MAJOR FUNDRAISING EFFORT WITH AMERICAN FIRMS TO MAKE SF VISIT THE BICENTENNIAL EVENT OF THE YEAR.

4. BOGOTA ORCHESTRA MANAGER GARCIA AND CAO DIELI HAVE BEEN INVITED TO ATTEND PREMIERE OF BALLET COMPANY'S "AMERICAN ROMEO AND JULIET" IN SAN FRANCISCO ON JANUARY 31. THIS WOULD BE EXCELLENT OCCASION TO DISCUSS FINANCIAL AND OTHER ARRANGEMENTS AND SEE WHAT DEGREE OF LOCAL SUPPORT AVAILABLE.

5. BALLET COMPANY SPOKESMAN HORVATH INFORMS THAT COMPANY COULD BE AVAILABLE FOR PERFORMANCES NEARBY COUNTRIES AFTER BOGOTA TOUR. BASIC COSTS ARE \$26,000 WEEKLY, NOT INCLUDING AIR TRANSPORTATION. POST SUGGESTS DEPARTMENT CONSIDER THIS EXCELLENT COMPANY FOR FORMAL SPONSORSHIP
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OF A LATAM TOUR FOLLOWING BOGOTA PRESENTATION.

6. REQUEST EARLY RESPONSE TO SUPPORT REQUEST BOGOTA PROGRAM, SINCE PHILARMONIC MUST CABLE FINAL AGREEMENT TO SF COMPANY WITHIN TEN DAYS.
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